

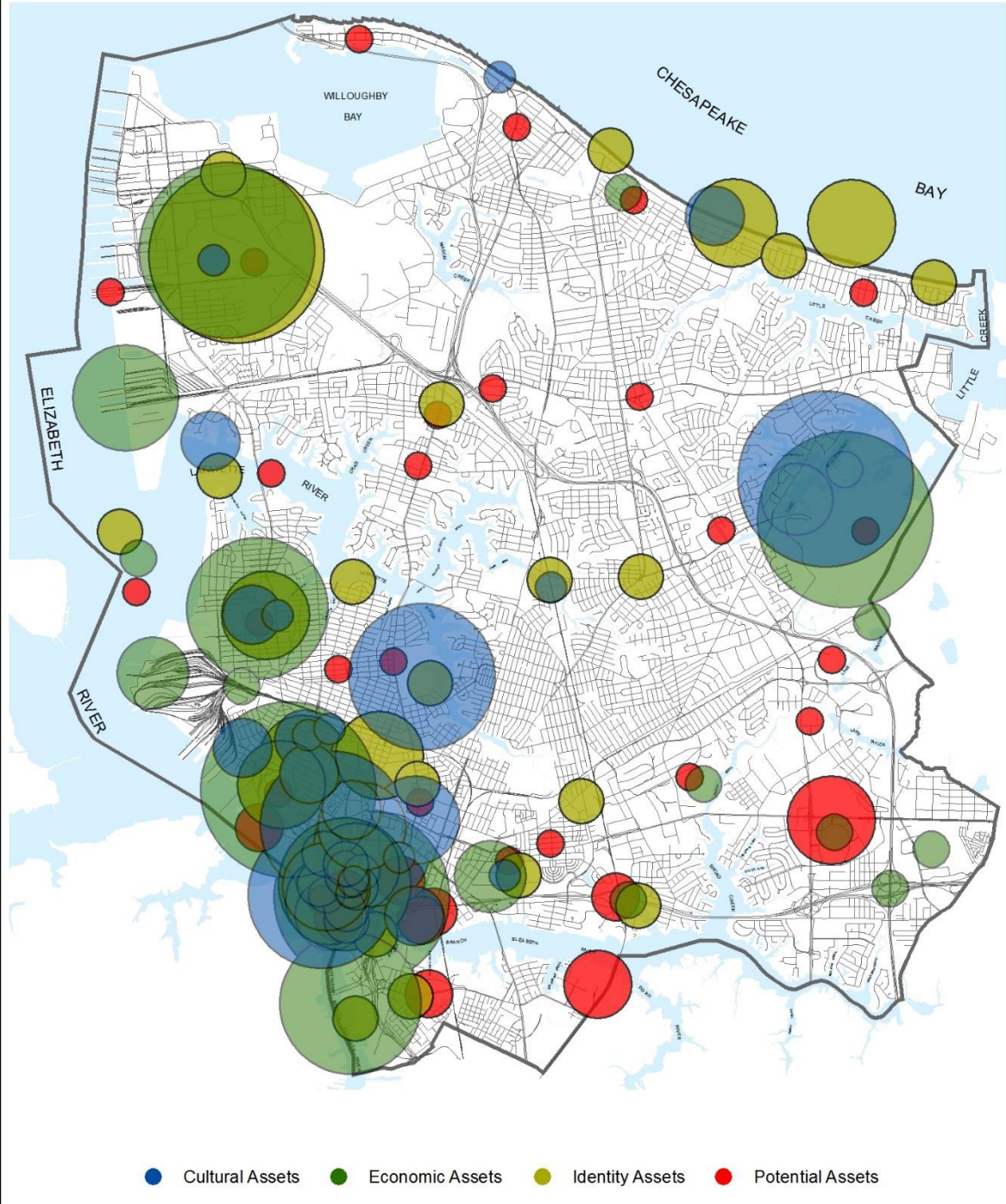
Vision 2100 – From Assets to Planning Areas

The Vision 2100 planning process kicked off in the winter of 2016 with a series of “asset mapping” meetings where participants were asked to identify the people, places, things, and events that make Norfolk a great city. Concurrently, an online exercise was available wherein residents could suggest additional assets. The data collected during that process – provided by more than 500 participants – was used as a baseline for the next step in the planning process – “community visioning”.

The community visioning process began in May with the first of three community visioning meetings. Participants were given a map pre-populated with many of the geographic assets (“places”) that were identified earlier and were asked to choose which assets had the most economic, cultural, or community identity “value”. They were further asked to identify which areas of the city had great potential for development or re-development. As with asset mapping, an online exercise was made available to supplement meeting participation. Combined, there were about 230 participants in the community visioning process. Below are the top locations identified as having each value or potential value, as well as a map showing the locations of each:

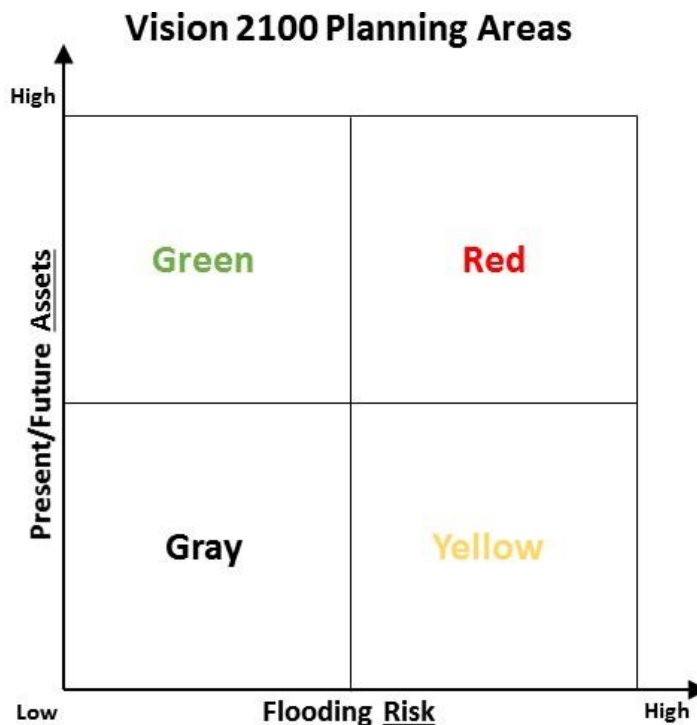
#	Economic Value	Cultural Value	Identity Value	Potential Value
1	Downtown Commercial	Downtown Museums/ Theaters	Ghent Historic District/ The Hague	Military Circle/ JANAF Commercial
2	Colley/21 st Street Commercial	NEON Arts District	Norfolk Botanical Garden	35 th Street Commercial
3	Norfolk Int’l Airport	Norfolk Botanical Garden	Ocean View Beaches	Wards Corner Commercial
4	Downtown Financial District	Virginia Zoo/Lafayette Park	Colley/21 st Street Commercial	Little Creek Road Commercial
5	Wards Corner Commercial	Attucks Theater/ Cultural Center	Naval Station Norfolk/Little Creek	Ocean View Beaches
6	Tide Light Rail	Scope/Chrysler Hall	Town Point Park/ Nauticus/Half Moone	Riverview Commercial
7	Port of Virginia	Norfolk Public Library	Old Dominion University	Military Highway Commercial
8	Military Circle/ JANAF Commercial	Slover Library	Virginia Zoo/Lafayette Park	Norfolk Public Schools
9	Naval Station Norfolk/Little Creek	Ghent Historic District/ The Hague	Eastern Virginia Medical Center	Norfolk Recreation Centers
10	Eastern Virginia Medical Center	West Freemason Historic District	Downtown Museums/ Theaters	Virginia Beach Boulevard Commercial

Community Visioning Meeting #1 Assets and Areas of Potential



In preparation for the second community visioning meeting, planning staff prepared a “planning areas” map based on the input received to date, as well as on staff’s understanding of the flooding challenges the city is expected to face in the future. This map is intended to be the foundation for the Vision 2100 plan’s overall vision, providing rough geographic boundaries within which the plan’s different strategies can apply.

Areas of the city rich in assets or with great potential to host future assets were grouped. As were areas not presently or projected to be rich in assets. Similarly, areas at risk of flooding due to rising sea levels were categorized separately from those areas that are at less risk. These groupings resulted in four planning areas, identified solely by the colors found on the map in order to avoid confusing terminology. The planning areas were introduced as follows:



Red: Asset-rich areas that might be at risk and that contain assets that cannot be easily removed or replicated and are typically developed at a higher density. With significant efforts to physically address the risk, additional development may be possible in these areas.

Yellow: Areas that might be at risk and do not contain as many assets and are typically developed at a lower density. Significant efforts will be required to physically address the risk, but significant additional development is not anticipated in these areas.

Green: Areas that face a lower risk and present an opportunity for intensification, revitalization or transformation. It may be desirable to invest in significant infrastructure assets in these areas to support additional development.

Gray: Areas that face a lower risk and are typically developed at a lower density. Efforts may be required to strengthen some lagging neighborhoods, though intensification or transition to other land uses are not anticipated in these areas.

Participants at the second community visioning meeting were asked to describe each planning area, both in terms of what they are today and what they could or should be in the future. The input from that exercise – and from a follow-up online exercise – will provide staff with guidance in preparing land use and development strategies for each area of the city.

Community Visioning Meeting #2 Draft Vision 2100 Planning Areas

